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Message Text

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PAGE 01 AMMAN 03086 110724Z

10
ACTION XMB-04

INFO OCT-01 NEA-09 ISO-00 EB-07 /021 W
---------- 093577
R 101338Z MAY 75
FM AMEMBASSY AMMAN
TO SECSTATE WASHDC 4558

UNCLAS AMMAN 3086

E.O. 11652: N/A
TAGS: BPRO, JO
SUBJECT: FCIA CREDIT INSURANCE REQUEST TO COVER SALE OF HEAVY-DUTY TRUCKS TO NEAR EAST ENGINEERING CO.

REF: STATE 103223

1. MR. MUNIR ATALLA OF NEAR EAST ENGINEERING CO. FULLY CAPABLE OF ESTABLISHING SUCH A DEALERSHIP, WHICH EMBASSY BELIEVES WILL BE A WORTHWHILE VENTURE IN JORDAN. (AMMAN 4098/ OF 7/16/74).

2. A THRUCK DEALERSHIP OF THIS KIND DOES NOT NOW EXIST IN JORDAN AND CURRENT METHOD OF TRUCK PROCUREMENT IS PUBLISHED TENDER BY GOJ OR SPECIAL ORDER BY PRIVATE SECTOR, ON A ONE-TIME PURCHASE. IF LOCAL DEALERSHIP ESTABLISHED AND TRUCKS CAN BE IMMEDIATELY AVAILABLE, POTENTIAL FOR SALES TO BOTH GOVERNMENT AND PRIVATE SECTORS IS GREAT.

3. FACTOR WHICH PROMPTS MR. ATALLAH TO ESTABLISH DEALERSHIP AT THIS TIME, IN WHICH EMBASSY CONCURS, IS LARGE PLANNED EXPANSION OF AQABA PORT FACILITIES, OPENING OF SUEZ CANAL, MAJOR EXPANSIONS OF CONCRETE PLANTS, OIL REFINERY, PHOSPHATE/FERTILIZER INDUSTRIES, COPPER MINING AND POTASH PROJECT, AND OIL EXPLORATION. ALL VENTURES POINT TO GREAT INCREASE IN DEMAND FOR FREIGHT TRANSFER, HAULING AND TRANSPORTATION LINES AND FICILITIES.

4. MOST PRIVATELY OWNED SHIPPING/FREIGHT COMPANIES UTILIZE EUROPEAN TRUCKS (NAMELY MERCEDES BENZ DIESEL)
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AND SOME JAPANESE MEDIUM TO LIGHT VEHICLES. EMBASSY

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WOULD VERY MUCH LIKE TO SEE SUPERIOR U.S. PRODUCT
MOVE INTO MARKET AND MACK TRUCKS WOULD COMMAND GOOD
ADVANTAGE IF THEY ARE FIRST IN THIS FIELD TO BECOME
LOCALLY AVAILABLE. PRIVATE SECTOR DEMAND FOR IMMEDIATE
DELIVERY AND FOR PARTS AND SERVICE
ALREADY AHEAD OF AVAILABILITY, AND SHOULD INCREASE
SHARPLY AS ABOVE PROJECTS AND VENTURES PROGRESS.

5. INITIAL 1000 IMPORT LICENCES IS NORMAL GOVERNMENT
CAUTION AND SIMPLE WAIT-AND-SEE MEASURE.
IF VENTURE IS PROFITABLE AND EXPECTED DEMAND MATERIALIEZES,
FURTHER IMPORT LICENSES WOULD BE BE IMMEDIATELY
FORTHCOMING.
SUDDARTH

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Message Attributes

Automatic Decaptioning: X
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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